

G3 RMS Controls and Insights

Easy-to-use tools that tailor your revenue strategy

Take full control of your revenue strategy with the power of revenue science and advanced machine learning. IDEaS G3 RMS elevates your capabilities far beyond manual management and spreadsheet limitations, while optimizing your pricing and inventory performance with precision. You'll gain deeper insights that empower you to clearly understand crucial trends, communicate insights, and drive revenue performance.



G3 RMS' interaction tools allow a full spectrum of awareness, interaction, and feedback opportunities between the user and the solution.

Key Benefits

- ▶ Be informed and act on critical conditions that either need your attention or unlock more revenue
- ▶ Gain confidence by understanding the key drivers behind the demand forecast and pricing decisions
- ▶ Easily drill down and analyze your data, demand, pace, and price sensitivity information
- ▶ Test the impact of your decisions using risk-free scenario simulations
- ▶ Share measurable value from your G3 RMS investment with your stakeholders

INFORMATION MANAGER

The Information Manager in G3 RMS monitors and prioritizes your required actions with Alerts, Exceptions, and Notifications, informing you of urgent matters. Clear, interactive workflows facilitate efficient action across properties, with customizable notifications for conditions like occupancy forecast changes, ensuring you focus on what's most important.

The screenshot displays the G3 RMS Information Manager interface. The top navigation bar includes the 'Ideas' logo, 'G3 RMS', and a dropdown menu for 'Monitor / Information Manager'. The main content area is divided into three sections: Alerts, Exceptions, and Notifications. The Notifications section is currently active, showing a list of notifications with columns for Score, Notification Description, DOW, Occupancy Date, Property, and State. The notifications are sorted by Score, with the highest score being 188 for 'Occupancy Change From'.

Score	Notification Description	DOW	Occupancy Date	Property	State
188	Occupancy Change From	Fri	07-Feb-2025	URBANCLUE	Viewed
140	Competitor Price Change	Thu	24-Apr-2025	URBANCLUE	Viewed
120	Occupancy Forecast as of	Wed	11-Dec-2024	URBANCLUE	Viewed
49	Pricing Change	Tue	04-Mar-2025	URBANCLUE	Viewed
18	Revenue Forecast Change	Fri	07-Feb-2025	URBANCLUI	New

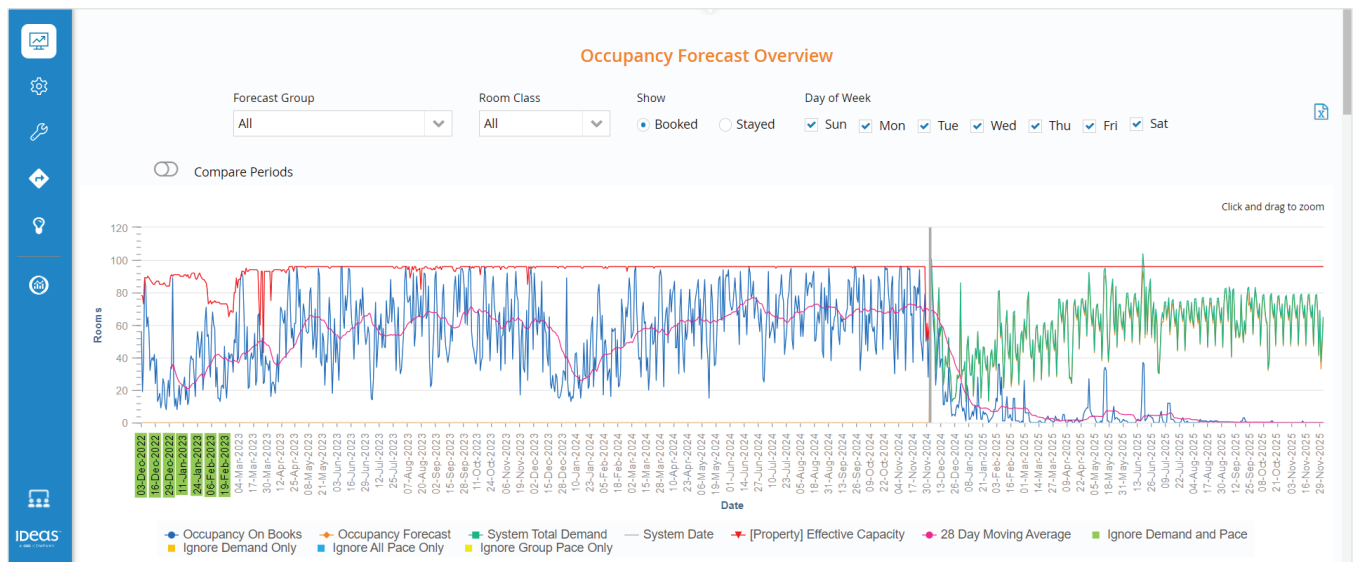
The Information Manager feature in G3 RMS keeps you informed as to critical or revenue-enhancing opportunities through Alerts, Exceptions, and Notifications.

INVESTIGATOR

The Investigator feature in G3 RMS helps you understand the “why” behind demand forecasts and pricing decisions for your property through interactive visualizations and bullet-point summaries. It also allows detailed pricing and occupancy data exploration, enabling teams to communicate and justify their approach.



Investigator provides many sources of granular data at your fingertips, such as market and historical pricing comparisons, price sensitivity of demand, room class price and upgrade paths, making it easy to explore pricing decisions.



Investigator allows you to monitor and explore occupancy patterns and trends within the forecast.

WHAT-IF ANALYSIS

The What-If analysis feature in G3 RMS uses real-time simulations to assess the impact of demand, pricing, and control changes before you choose to implement them within the solution. It improves efficiency by allowing you to test multiple demand scenarios or strategic decisions, such as inventory changes, and understand their effects on demand, occupancy, and revenue.

PRICING AND INVENTORY MANAGEMENT

G3 RMS lets you easily adjust pricing and inventory controls based on your property's specific demand. You can control and fine-tune strategies to respond to market conditions anytime or let the system automatically optimize, keeping your property competitive. With flexible controls, including dynamic discounts and length of stay management, the system optimizes your property's pricing at the room type or even per occupant level.

BENEFIT MEASUREMENT

Benefit Measurement within G3 RMS showcases your ROI by comparing performance with and without an RMS under identical conditions for your property. It highlights changes in KPIs like Occupancy, RevPAR, Revenue, and ADR through an intuitive dashboard, allowing for flexible performance comparisons and easy report sharing.

What If

22-Dec-2024 to 06-Jan-2025 Net Variance Summary

	Occupancy Forecast %	Revenue	Occupancy Forecast	RevPAR	ADR
	-0.06 ↓	-805.20 ↓	-0.85 ↓	-0.52 ↓	-1.01 ↓

Room Class	Occupancy Forecast	Revenue	Occupancy Forecast	RevPAR	ADR
Superior King	0.36 ↑	-2,184.62 ↓	2.25 ↑	-3.50 ↓	-9.62 ↓
Deluxe King	0.80 ↑	128.38 ↑	1.05 ↑	0.62 ↑	-19.68 ↓
Deluxe Double Twin	-5.33 ↓	317.98 ↑	-6.82 ↓	2.48 ↑	71.10 ↑

Daily Details

Pricing Overbooking & LRV Occupancy Forecast ☒ Show Old Values

Date	Room Class	Room Type	Old	New
29-Dec-2024	Superior King	DLKX1	369.00	409.00 ↑
	Deluxe King	KRZK1	369.00	365.00 ↓
	Deluxe Double Twin	PREQ2	369.00	495.00 ↑
	Executive Double Twin			

What-if Analysis displays color-coded arrows to clearly indicate the performance of individual metrics for each simulation.

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Product: URBANCLUBB (Cap: 16)

Selected: 1 - 27-Dec-2024 to 10-Jan-2025

Room Class: All Room Type: All

Linked Products: Adjusted All Room Classes

Log In

29-Dec-2024

Superior King #514 RevPar: 205.00 Last Room Value: 0.00	Deluxe King #512 RevPar: 205.00 Last Room Value: 0.00	Deluxe Double Twin #517 RevPar: 205.00 Last Room Value: 0.00	Executive Double T. #517 RevPar: 205.00 Last Room Value: 0.00	Junior Suite #518 RevPar: 495.00 Last Room Value: 0.00	King Suite #516 RevPar: 595.00 Last Room Value: 0.00
Presidential Suite #510 RevPar: 2,492.00 Last Room Value: 0.00	Superior King #514 RevPar: 229.00 Last Room Value: 0.00	Deluxe King #512 RevPar: 229.00 Last Room Value: 0.00	Deluxe Double Twin #517 RevPar: 229.00 Last Room Value: 0.00	Executive Double T. #517 RevPar: 229.00 Last Room Value: 0.00	Junior Suite #518 RevPar: 495.00 Last Room Value: 0.00
Presidential Suite #510 RevPar: 2,492.00 Last Room Value: 0.00	Superior King #514 RevPar: 205.00 Last Room Value: 0.00	Deluxe King #512 RevPar: 205.00 Last Room Value: 0.00	Deluxe Double Twin #517 RevPar: 205.00 Last Room Value: 0.00	Executive Double T. #517 RevPar: 205.00 Last Room Value: 0.00	Junior Suite #518 RevPar: 495.00 Last Room Value: 0.00
Presidential Suite #510 RevPar: 2,492.00 Last Room Value: 0.00	Superior King #514 RevPar: 205.00 Last Room Value: 0.00	Deluxe King #512 RevPar: 205.00 Last Room Value: 0.00	Deluxe Double Twin #517 RevPar: 205.00 Last Room Value: 0.00	Executive Double T. #517 RevPar: 205.00 Last Room Value: 0.00	Junior Suite #518 RevPar: 495.00 Last Room Value: 0.00

29-Dec-2024

29-Dec-2024

29-Dec-2024

Pricing Management enables you to easily adjust pricing, dynamic discounts, and length of stay restrictions.

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Benefit Measurement

Start Month: Sep-2024 End Month: Nov-2024 Display

Occupancy and Revenue Gains

Item	Occupancy	Revenue	ADR	RevPar
• URBANCLUBB		76,731.89	8.75	8.78
Estimated Benefits	55			
Simulated	6,182	2,493,286.34	403.31	285.4
Actual	6,237	2,570,018.23	412.06	294.19
% Gain	0.89%	3.08%	2.17%	3.08%
• Nov-2024		26,287.27	6.37	7.66
Estimated Benefits	21			
Simulated	2,069	688,664.66	332.85	239.12
Actual	2,090	708,961.93	339.22	246.17
% Gain	1.01%	2.95%	1.91%	2.95%
• Oct-2024		26,285.44	9.12	8.84
Estimated Benefits	18			
Simulated	16	36,148.18	10.68	10.47

Using Benefit Measurement gives you a sense of measurable ROI for each property or a group of properties for a selected time period. You can easily export results in an Excel format and share with stakeholders.